

What is claimed is:

1 1. A computerized method for managing the level of a company's share price, the company
2 having a budget with budget items, and a plan for its operations, the method comprising the
3 steps of:

- 4 (a) receiving data representing a plurality of factors that affect the level of the
5 company's share price;
- 6 (b) analyzing the data to estimate the absolute or relative influence of at least two
7 of the factors on the level of the company's share price;
- 8 (c) generating an estimate of how changes in at least two of the factors would
9 affect the company's share price; and
- 10 (d) making changes in one or more of the company's budget items and/or plans in
11 accordance with the estimate of step (c) to manage the level of the company's
12 share price.

13 2. The method of claim 1 wherein the estimate of the step (c) is in the form of a trade-off
14 table or matrix.

15 3. The method of claim 1 wherein the factors include company-specific share price drivers.

16 4. The method of claim 3 wherein the company specific share price drivers include one or
17 more of the company's:

- 18 (a) current share price;
19 (b) past share price;
20 (c) return on net assets or similar return on investment ratio;
21 (d) earnings per share;

- 7 (e) cash flow;
 - 8 (f) revenue growth rate;
 - 9 (g) earnings growth rate;
 - 10 (h) budget;
 - 11 (i) operations plans;
 - 12 (j) market share;
 - 13 (k) mix of business; and
 - 14 (l) capital structure.

5. The method of claim 1 wherein the factors include investment and macroeconomic factors.

6. The method of claim 5 wherein the investment and macroeconomic factors include one or more of:

- (a) share prices of peer companies;
 - (b) level of one or more stock index;
 - (c) interest rates;
 - (d) GDP growth rate;
 - (e) consumer confidence levels;
 - (f) third party forecasts; and
 - (g) key relevant currency exchange rates and futures.

7. The method of claim 1 further comprising the steps of:

- (a1) selecting a subset of the data received; and
 - (a2) dynamically sampling the selected data.

8. The method of claim 1 wherein the step (a) is performed at a database, data warehouse, or datamart.

9. The method of claim 1 wherein the step (b) is performed though the use of a statistical factoring method

- 1 10. The method of claim 1 wherein the step (b) is performed though the use of linear
2 regression analysis.
- 1 11. The method of claim 1 wherein the step (b) is performed though the use of non-linear
2 regression analysis.
- 1 12. The method of claim 1 wherein the step (b) is performed though the use of binomial
2 analysis.
- 1 13. The method of claim 1 wherein the step (b) is performed though the use of fractal
2 dimensional analysis.
- 1 14. The method of claim 1 further comprising the step (e) of periodically repeating the steps
2 (a) - (d) to reduce volatility of the company's share price.

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